

**Events & Marketing Officer - Job Description**

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| Job Title: | Events & Marketing Officer |
| **Reports to:** | Marketing & Engagement Manager |
| **Position within Structure:** | Team Member |
| **Salary:** | SJC 15-17 (£19,124-£19,914) |
| **Work Location:** | 18 York Place, Edinburgh, EH1 3EP |
| **Travel requirements:** | Throughout Scotland with occasional UK travel |
| **Contract Type:** | 35 hours; final contract approval after 3 months’ probation in post; as all ACOSVO posts are part supported by the Scottish Government, extension is dependent upon continued funding |

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| Job Responsibility | Required | Job Responsibility | Required |
| **Membership Development** | As part of Team ACOSVO – responsible for delivering the membership strategy | **Key Relationships** | External: Facilitators; Members; Non-Members; Caterers; Venues;  Internal: Marketing & Engagement Manager; Team ACOSVO |

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|  | **ACOSVO Overview – Job Purpose** |
| **ACOSVO Vision** | Excellent third sector leadership in Scotland |
| **ACOSVO Mission** | Shape the future of Scotland's third sector by providing every leader with opportunities to inspire, excel & develop |
| **ACOSVI Staff**  **Values** | [Click here](file:///Z:/Internal/Values/Staff%20Values/ACOSVO%20Staff%20Values.docx) |
| **Job Purpose** | 1. Assist Marketing & Engagement Manager deliver event programme/market events; lead on social media engagement  2. As part of Team ACOSVO ensure membership growth through implementation of Membership Journey & Touchpoint Strategy  3. Deliver high quality service to ACOSVO, its stakeholders, partners & members, embodying ACOSVO’s Staff Values |

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| **Job Purpose** | **Job Responsibilities** | **Measured by** |
| 1 | * Assist with marketing through design/production of event flyers/promotional materials/annual overviews & electronic distribution * Oversee @acosvo ensuring year on year follower growth * Help organise, deliver and evaluate events including venue booking/set up, catering, delegate booking oversight, event admin - production of badges/delegate packs, post event evaluation/analysis; relevant data input * Maintain and check computerised records, to ensure up to date mailing/distribution lists * Assist with production of E-news; updating website | Balance Scorecard; resource strategy; surveys; feedback from Board, Scottish Government, Partners, colleagues, line manager; ensuring personal & team objectives met; pro-actively action evaluation analysis |
| 2 | As part of team ACOSVO:   * Ensure Team ACOSVO are focused on membership, meet associated membership growth/income targets through delivery of membership journey/touchpoints process * Improve member experience to ensure their needs are always ACOSVO’s primary focus; ensure swift resolution of issues; be innovative & adaptive to member needs in way that enhances ACOSVO’s reputation * Ensure full potential of CRM system maximised | Balance Scorecard; resource strategy; feedback from Board, colleagues, line manager, surveys; achieving personal & team objectives; pro-actively actioning evaluation analysis |
| 3 | * Champion culture of excellence which focuses on outcomes, maximises use of resources, is collaborative & actively promotes ACOSVO values & ethos * Lead by example constantly role modelling positive attitude, setting standards in terms of tone & behaviour, showing genuine care & concern for colleagues * Maintain & upgrade professional knowledge & practice through relevant training/research * Act as Data Processor in accordance with ACOSVO Information & Security Policy | Balance Scorecard; resource strategy; surveys; feedback from Board, Scottish Government, Partners, colleagues, line manager; achieving personal & team objectives; pro-actively action evaluation analysis |

**Appendices:**

1. **Person Description – essential & desirable criteria**
2. **Core, Functional, Leadership & Managerial Competencies (see ACOSVO Competency Model for full details)**

Appendix 1. Person Description – essential & desirable criteria

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| **Essential** |  |
| **1. Education & qualifications** | Educated to level 6 of Scottish Credit & Qualifications Framework/’Highers’ or equivalent |
| **2. Experience & Characteristics** | Experience of working as part of a team; understanding of organising and marketing events; checks for accuracy to get things right first time; remains focused when faced with competing demands; prioritises work to maximise effective use of resource and effort; meets deadlines; reliable; diplomatic; proactive; helpful |
| **Management Experience** | Not required |
| **3. Sector Experience** | Appreciation of context of working in a third sector organisation and understanding of the sector more widely |
| **4. Leadership Knowledge** | Appreciation of characteristics & qualities required for strong leadership; understanding of benefits of excellent leadership |
| **Membership Knowledge** | Not required |
| **Financial Experience** | Not required |
| **5. Technical Knowledge** | Awareness of design software |
| **6. IT/Systems Knowledge** | Comfortable using Microsoft Office applications & twitter; basic understanding of websites |
| **7. Communicating & Influencing** | Strong communication skills; uses forms of communication appropriate to audience; asks relevant questions to clarify understanding; presents succinct, clear and accurate information promptly, either orally or in writing, follows logical sequence |
| **8. Planning & Organising** | Effective delivery; ensures achievement of targets & work plans; prioritises workload; works as part of a team; seeks guidance when necessary; keeps appropriate people informed of progress in key areas; able to take direction and deliver to deadlines |
| **9. Analysis & Problem Solving** | Understands situations/problems by breaking down into constituent parts, or traces implications in a step-by-step method |
| **Desirable** |  |
| **1. Sector Experience** | Experience working in third sector |
| **2. Experience & Characteristics** | Experience organising & marketing events; appreciation of issues facing membership organisations; knowledge of evaluating events; able to analyse and present data |
| **3. IT knowledge/ System Knowledge** | Experience using databases, delegate booking systems, survey systems, mail distribution services, publishing applications, newsletters |

## **Appendix 2 - Core, Functional, Leadership & Managerial Competencies**

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| **Core Competencies** | **Level** | **Functional Competencies** | **Level** | **Leadership & Managerial Competencies** | **Level** |
| **Integrity and Ethos** | 1 | **Communication and Influencing** | 1 | **Strategic Thinking** | Not Applicable |
| **Planning and Organisation** | 2 | **Analysis and Problem Solving** | 1 | **Capacity Building** | Not applicable |
| **Commitment to Improvement** | 1 | **Judgement and Decision Making** | 1 |  |  |
| **Results Driven** | 1 | **Financial and Business Acumen** | Not applicable |  |  |
| **Stakeholder Engagement** | 2 |  |  |  |  |
| **Team Collaboration/Understanding** | 1 |  |  |  |  |

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| **Level 1**  **Basic Application** | Displays understanding of effective performance and demonstrates practical application. Has minimal influence or responsibility and mostly works under supervision |
| **Level 2**  **Skilled application** | Demonstrates practical application in a range of work situations and can provide guidance to others and shares lessons learned. Can work autonomously with limited or no supervision. |
| **Level 3**  **Advanced application** | Can solve complex problems in this area with extensive knowledge and understanding of principles and practices. Demonstrates practical application in a wide range of work situations. Is seen as a role model for others. Can provide coaching/mentoring in this area, lead projects and be the point of contact for leaders, members, stakeholders and partners |
| **Level 4**  **Expert application** | Can apply integrated knowledge gained from many years of application in this area. A leading authority in this area and recognised in the sector as expert. Is able to perform as an ambassador for ACOSVO and attend seminars and conferences as the organisational representative. |